

Message Text

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14

ACTION EB-07

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R 161120Z JAN 76
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FOR: BIC/OIM:TRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: PRINTING & GRAPHIC ARTS EXHIBITION,
MARCH 16-19, 1976

REF: TELECON TRAFTON/EARLE JANUARY 14

1. REF. USDOC 17546: NO RESPONSE RECEIVED FROM
BADGER METER EUROPE. STC WILL TELEX.

2. REF. USDOC 16877. SALES MANAGER ALF LQNDQVIST OF
AB VILHELM JOHNSEN CONFIRMED PARTICIPATION FOR FOLLOWING
US PRINCIPALS: REDACTRON CORP., VARISYSTEMS CORP., AND
PHOTOVISION INC., BUT NOT COSAR CORP. JOHNSEN EXHIBITED
FOR OSCAR AT STC'S PRINTEX 73 SHOW BUT DECLINED MARCH
76 EVENT BECAUSE COSAR PRODUCTS NOW OTM.

3. REF. USDOC 16601, STOCKHOLM 6439, AND PARAGRAPH 2
ABOVE: REDACTRON CORP. WILL THEREFORE NOT HAVE SEPARATE
BOOTH AT SHOW. AGENT FACIT AB NEGOTIATED WITH
AB VILHELM JOHNSEN AND PRESENTED STC WITH FACIT ACCOMPLI.
ALTHOUGH FACIT AB IS GENERAL AGENT FOR REDACTRON, GRAPHIC
EQUIPMENT IS MARKETED BY JOHNSEN FOR FACIT BECAUSE
GRAPHICS INDUSTRY IS NOT FACIT'S FIELD. EARLY CONVERSATION
WITH FACIT GAVE IMPRESSION COMPANY UNENTHUSIASTIC
ABOUT EXHIBITING ONLY US AGENCY PRODUCTS WHEN OWN MANU-
FACTURED PRODUCTS DISQUALIFIED. FACIT REACTED SIMILARLY
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WHEN REDACTRON GMBH IN GERMANY WAS APPROACHED FOR STC

BUSINESS EQUIPMENT SHOW. FACIT'S APPARENT RELUCTANCE TO MAKE TRADE SHOW EFFMRT SOLELY FOR US PRODUCTS, AND STC EXPERIENCE IN DISCUSSIONS WITH VISITING US BUSINESSMAN GIVE IMPRESSION THAT SWEDISH COMPANIES POSSESSING SIZE-ABLE MANUFACTURING ACTIVITES FREQUENTLY ARE NOT IDEAL AGENTS, DUE TO INEVITABLE CONFLICT OF INTERESTS.

4. REF. USDOC 16877 3M SVENSKA AB PRINTING PRODUCTS DEPARTMENT SALEF MANAGER GUNNAR SANDSTROM THINKS ENOUGH NEW PRODUCTS CAN BE SCRAPED TOGETHER TO JUSTIFY PARTICIPATION AT NTM FEE, PRODUCT MANAGERS, AND CONSIDERATION OF OTHER COMMITMENTS.

5. REF. USDOC 17758. KELHOUT OF SIMCO NEDERLAND B.V. PROMISED DECISION BY EWRNFLANUARY. NO DECISION RECEIVED YET.

6. REF. USDOC 17089. NO RESPONSE FROM VARN PRODUCTS GMBH IN GERMANY. SWEDISH AGENT AKE TOBECK OF TOBECKS GRAFISKA DECLINED PARTICIPATION. PRODUCTS ARE NOW OTM. TOBECK THOUGHT \$2000 FEE WORTH CONSIDERATION FOR COMPANIES MARKETING MACHINERY, BUT OUT OF SIGHT FOR COMPANY MANUFACTURING DISPOSABLE PRODUCTS LIKE VARN.

7. ILA TRADING CONFIRMEB PARTICIPATION ON RECEIPT OF NEWS THAT ROSEBUCK SUPPLYING BIG THREE MACHINE FROM ENGLAND. ILA TELEXING U.K. FOR DETAILS.

8. REGARDING OIM HINT THAT HARRIS COPR. MAY WITHDRAW FROM SHOW, PER-ERIK LEVEN OF SWEDISH AGENT NORD-GRAMA AB WAS TODAY REASONABLY ENTHUSIASTIC REGARDING STC EVENT. A COUPLE OF MACHINES HAVE ALREADY BEEN SOLD AND LEVEN CONSIDERS EXTRA PROMOTION EFFORTS TO INCREASE MARKET PENETRATION ARE JUSTIFIED. LEVEN SUSPECTS U.K. HARRIS OFFICE IS DRAGGING FEET. STC WILL KEEP IN CONTACT WITH AGENT ON PROMOTION MATTERS, OIM PLEASE INFORM U.S. OPFICE THAT NOYD-GRAMA DOES NOT RECOMMEND CANCELLATION. STRAUSZ-HUPE

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